

**19 January 2012**

## **Call out to Support Annual Butterfly Appeal by Selling Merchandise**

The annual Butterfly Appeal is in its 13<sup>th</sup> year and Hear and Say is seeking businesses and organisations including schools and social clubs to support by selling butterfly merchandise.

In 2012, Hear and Say will help more than 500 children to reach their full potential in our hearing world. This has been made possible through generous donations and support that has seen Hear and Say grow from being housed in a small room catering to just six children to now having centres in Brisbane, Gold Coast, Sunshine Coast, Toowoomba and Cairns.

Hear and Say also operates a very successful Outreach Program ensuring that regional and remote children and families can receive the same benefits as their city counterparts.

However this growth has not always come easy and without community support it would never have been possible.

Dr Dimity Dorman, Founder and Managing Director of Hear and Say said for 13 years we have worked with Suncorp to raise vital funds through our annual Butterfly Appeal. The 2012 Butterfly Appeal will run from 26 March to 26 April however we need to get our merchandise boxes out so we can get more people supporting our cause.

"You can help give a deaf child a 'Voice for Life' by supporting the Butterfly Appeal during March and April. Every box of butterfly merchandise sold during the 2012 Butterfly Appeal will fund one therapy lesson for a deaf child propelling them one step further on their journey into the world of sound and speech", said Dr Dorman.

**Businesses, Schools and Retailers can register now to sell merchandise by going online at [www.butterflyappeal.com](http://www.butterflyappeal.com) or contact the Fundraising Team at Hear and Say on 07 3870 2221.**

### **About Hear and Say**

*Hear and Say is a world leading organisation which supports young children with hearing loss and their families.*

*Children learn to hear, listen and speak using a combination of modern hearing technology and Auditory-Verbal Therapy by building auditory brain pathways to facilitate their child's listening and spoken language.*

*A registered charity, Hear and Say provides therapy and services that require parents to contribute up to 13% of clinical fees if they are able – representing only a small fraction of the costs to the*





**Hear and Say**

a first**voice** centre



# Media Release

*Centre. The balance of funds required to continue to operate across Queensland is obtained through government, corporate and individual support.*

*Hear and Say receives some Government funding but only enough to allow Hear and Say to keep its doors open for 15 weeks of the year. Hear and Say must raise the remainder, over \$3 million, this year through community support.*

**End**

**For more information contact Lois Shuttleworth, Marketing, PR and Communications Manager, Hear and Say, 3870 2221, 0448 037 663**

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